

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #619822
Mr. B. Finkle
WUSTEFELD CO.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Bruce:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Filter Box	12300-24876
1	Winston Light Box	12300-22772

Product / Premium Arrival: **December 8, 1997**
Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)
SKU CUBE: **0.8260**
SKU WT (w/o Product): **1.5000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$547.56**

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.70¢ 2-Pack Tear Tape
WUSTEFELD CO.

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (1 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162303

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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SPEN582 WORKPLAN VAP TEMPLATE LISTING

HOLESALTER : 619822 WUSTEFLD CANDY CO., INC. <DIRECT>

TEMPLATE : 800008 80100 WIN JAN 7/72 NO

TEMPLATE SEQ : 0022

SALES LEVEL : 16XXXXX

PAGE: 17

DATE: 97-11-03

TIME: 11:36 AM

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
52302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1				(518) 251-2775
52303	162325	700518	2ND AVE LAUNDRY MAT	616 2ND AVE	LANGSINGBURG	NY	12182	1				(518) 393-6171
52304	162325	700518	2ND AVE LAUNDRY MAT	616 2ND AVE	LANGSINGBURG	NY	12182	1				(518) 238-1026
52305	162325	634141	S&S GROCERY	273 2ND AVENUE	ALBANY	NY	12209	1				(518) 426-3818
52305	162325	636360	ZIMA MINI MARKET	155 HENRY JOHNSON	ALBANY	NY	12206	1				(518) 465-5703
52305	162322	733014	STOP ONE MARKET	159 N ALLEN ST	ALBANY	NY	12206	1				(518) 435-0466
52305	162322	575489	CAPITAL NEWS	232 WASHINGTON AV	ALBANY	NY	12210	1				(518) 465-6925
52305	162322	636357	R&A GROCERY	267 CENTRAL AVENUE	ALBANY	NY	12206	1				(518) 436-8475
52305	162326	654282	JEG	91 SOUTHER BLVD	ALBANY	NY	12209	1				(518) 465-6353
52305	162322	764401	SM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1				(000) 453-9654
52306	162306	600961	RIVER STORE	867 RIVER ST	TROY	NY	12180	1				(518) 273-7324
52306	162306	665013	SANEA PLACE	75 WASHINGTON AVE	RENSSELAER	NY	12144	1				(518) 463-4573
52306	162306	717429	STAR MINI MART	196 1ST ST	TROY	NY	12180	1				(518) 274-6574
52306	162326	681153	ZENATH PETROLEUM	RT. 66 & 9H	GHEAT	NY	12075	1				(518) 828-5829

PAGE BREAK TOTAL ACCOUNTS

14

TOTAL QUANTITY

14

TEMPLATE TOTAL ACCOUNTS

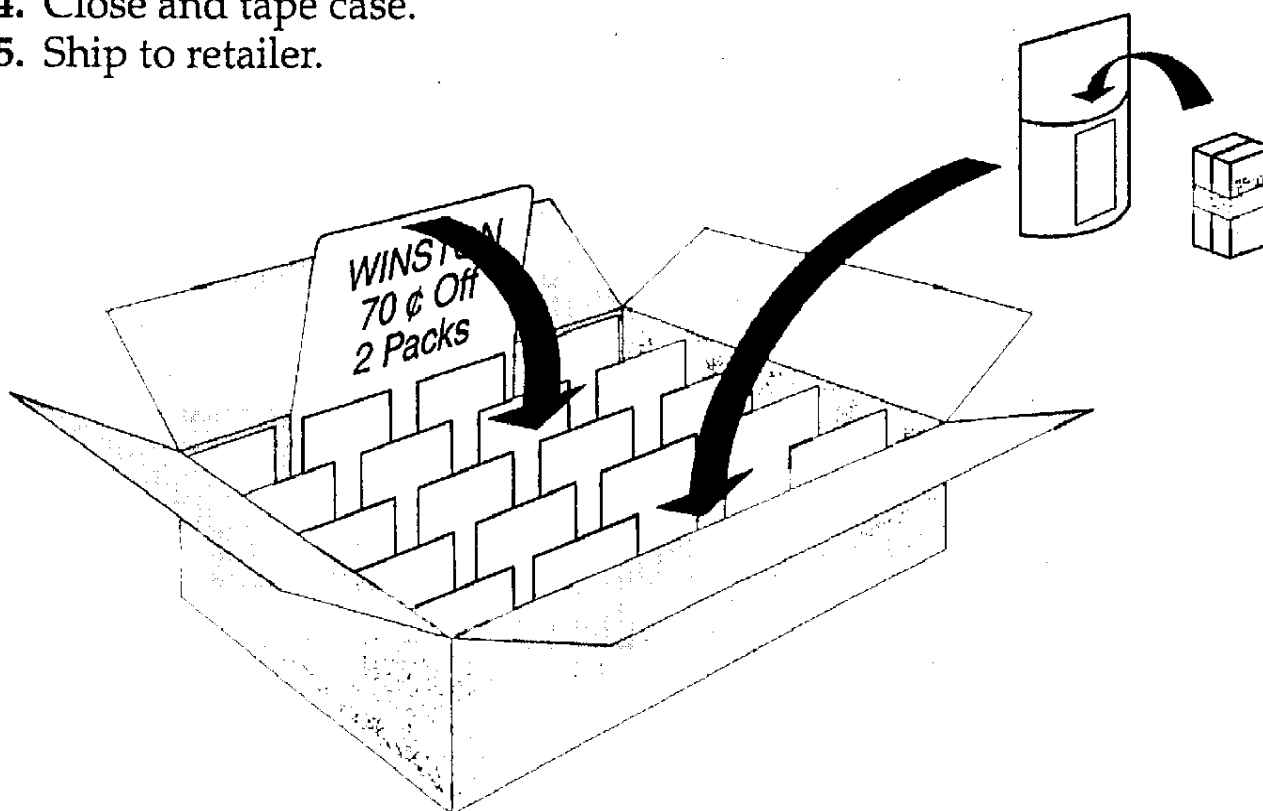
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TOTAL QUANTITY

14

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536285**Description:** WINSTON .70/2 PK / POS Kit

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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